Decline in txport of tea

839. SHRI KRISHAN LAL SHARMA: Will the Minister of COMMERCE be pleased to state: V

(a) whether it is a fact that tea exports from the country are falling through Government have declared it a thrust area for export;

(b) if so, the main reasons thereof;

(.c) names of countries where exports are' declining;

(d) whether Government have enquired into the reasons for fall {n exports; and

(e) what measures have been contempated to boost exports?

THE MINISTER OF STATE OF THE THE MINISTRY OF COMMERCE (SHRI P. CHIDAMBARAM): (A) to (e) Exports of Indian tea have shown a declining trend during the years 1992-93, 1993-94 and the current financial year. Reasons for ower quantum of exports are attributable to lower imports by Russia, and other CIS countries on account of their internal econic problems; lower imports of tea by Iran, Egypt and Saudi Arabia and competition from other producing countries.

In order to step up exports of Indian tea to Russia an agreement has been signed wits the Russian Government which inter-alia provides for import of tea under the debt repayment mechanism. A suitable module has been approved by Government: for promotional strategies to be undertaken in Russia and other CIS countries by the Tea Board in consultation with the tea industry. Iranian authorities have also been requested to facilitate opening of LCs for exports of Indian tea in respect of contracts signed by Indian exporters with Iranian buying agency. Other steps to boost exports of lea include promotional campaigns through Tea Board's offices abroad. It consists of (i) participation in trade fairs/exhibitions. (ii) media campaign to increase consumer awareness towards various unique characteristics of Indian Lea (iii) media campaign to popularise Indian tea through Tea Board marketing symbol and (iv) support to various foreign brands containing Indian tea. A part of the expenditure inclurred by importers for promotional campaigns is met from Tea Board budget. Tea Board has also undertaken Darffieeing and Assam Logo campaign in UK and sponsored brand promotions schemes to popularise classic Indian leas.

मध्य प्रदेश में अंतर्राष्ट्रीय व्यापार केन्द्र की स्थापना

840. श्री दिलीप सिंह जूदेव : क्या वाणिज्य मंत्री यह बताने की कृपा करेंगे कि :

(क) क्या मध्य प्रदेश सरकार ने मध्य प्रदेश के सभी औद्योगिक उत्पादों की प्रदर्शनी को सुगम बनाने की दृष्टि से भोपाल/इंदौर में एक अन्तर्राष्ट्रीय व्यापार केन्द्र की स्थापना करने हेतु केन्द्रीय सरकार से अनुमति मांगी है;

(ख) यदि हां, तो इस संबंध में सरकार की क्या प्रतिक्रिया है ;

(ग) मध्य प्रदेश से किन-किन प्रमुख वस्तुओं का निर्यात किा जा रहा है ;

(घ) क्या मध्य प्रदेश से निर्यात को बढ़ावा दिये जाने की दृष्टि से निर्यातकों को सहायता प्रदान करने हेतु